

100

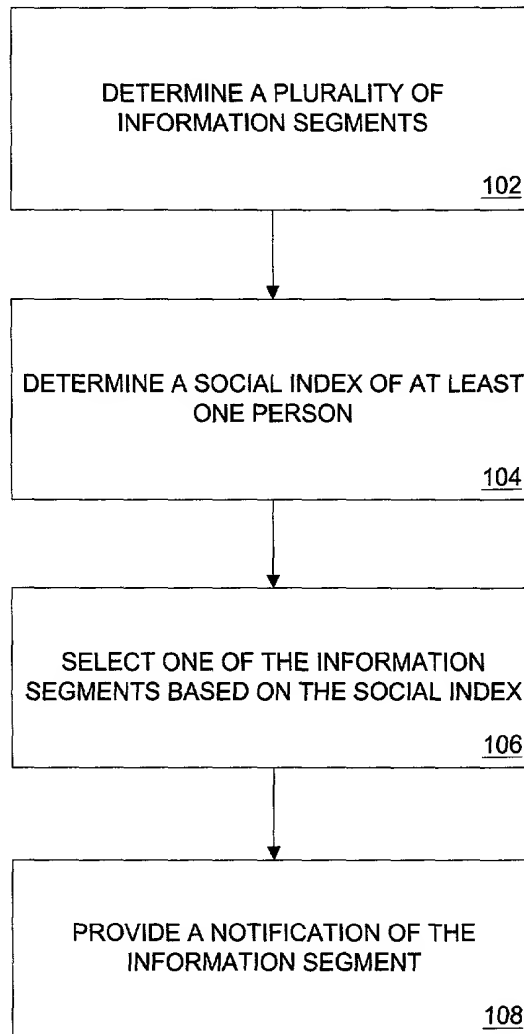


FIG. 1

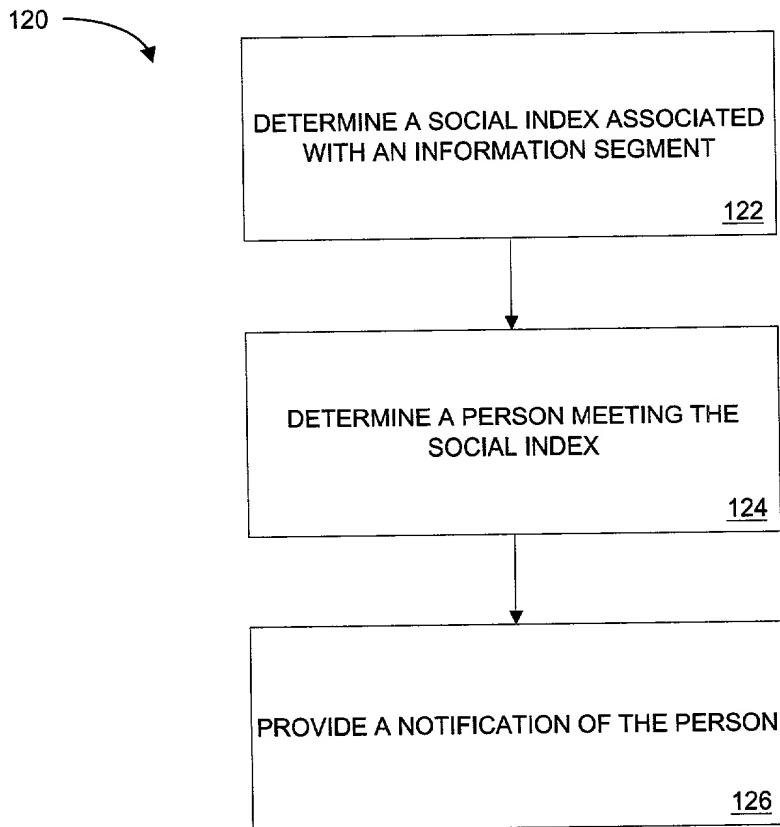


FIG. 2

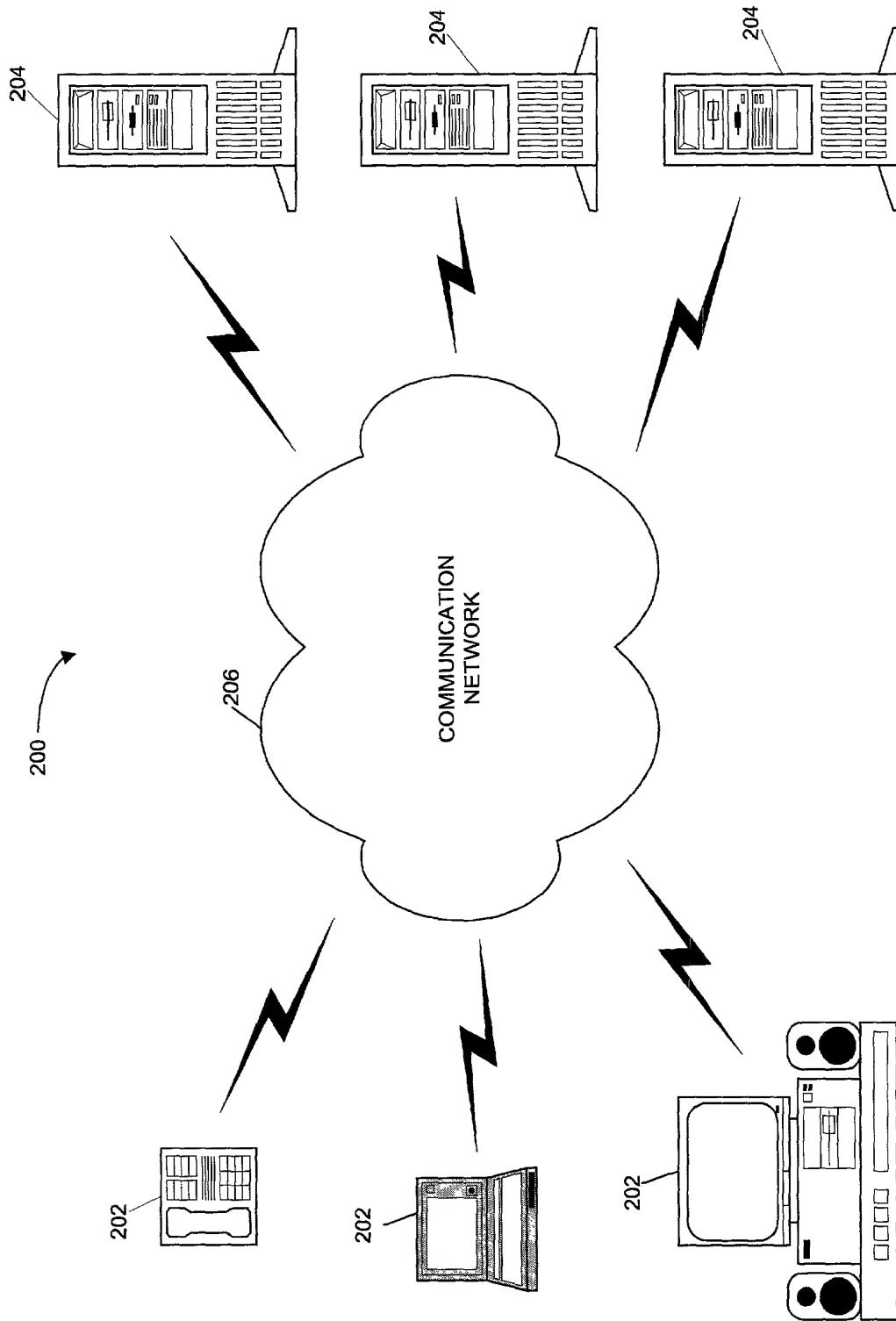


FIG. 3

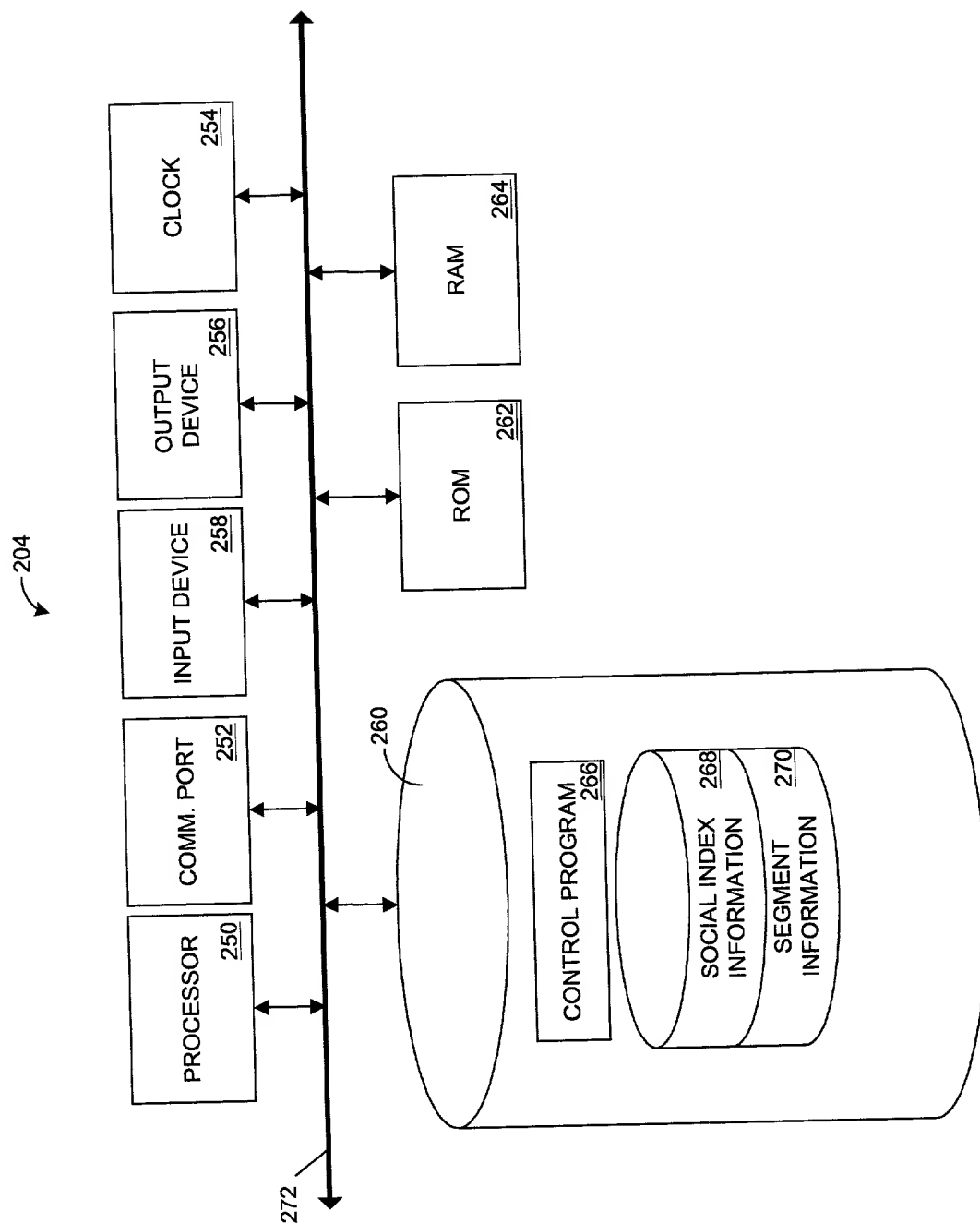


FIG. 4

300

SUBJECT IDENTIFIER 302	SUBJECT NAME 304	SOCIAL INDEX 306
C-123456	BOB JOHNSON	42
C-287766	SUE JONES	86
C-567454	JOHN SMITH	$S = (4.3 \times E) + (0.8 \times C) + (2.4 \times W)$
C-693421	LARRY BENSON	$S = S123456 + S287766$
C-760134	KAREN BROWN	15
C-880118	RUSS JOHNSON	37

FIG. 5

400  
↙

INFORMATION SEGMENT IDENTIFIER 402	INFORMATION SEGMENT DESCRIPTION 404	SOCIAL INDEX 406
I-359395	BANNER ADVERTISEMENT FOR CRUISE VACATION	82
I-593014	EMAIL ADVERTISEMENT FOR AUTOMOBILE	16
I-903940	COUPON FOR DRY CLEANING	37

FIG. 6